



The database can also contain data and/or information regarding the availability of advertisements and/or the availability of advertising space, and/or the expiration of advertisements as well as the expiration and/or the unavailability of advertising space.

The database can also contain contact information for any of the respective Merchants along with criteria and/or events, the occurrence of which they desire to be notified. These criteria, events and/or occurrences, can include, but not be limited to, the availability of advertising space by a certain Content Provider(s), changes in prices of advertising space, changes in terms and/or conditions for advertising space, the effected payment of a commission and/or referral fee to a Content Provider, and/or any other event(s) or occurrence(s) which may be of interest to a Merchant.

The database can also contain contact information for any of the respective Content Providers along with criteria and/or events, the occurrence of which they desire to be notified. These criteria, events and/or occurrences, can include, but not be limited to, a request for advertising space by a certain Merchant(s), changes in offered prices for

advertising space, changes in terms and/or conditions for an advertising offering, a sale or transaction resulting in a commission and/or referral fee earned by a respective party, an effected payment, and/or a deposit, of any commission and/or referral fee to a respective party and/or into the respective party's financial account, and/or any other event(s) or occurrence(s) which may be of interest to a Content Provider.

The database can also contain contact information for any of the respective Users along with criteria and/or events, the occurrence of which they desire to be notified. These criteria, events and/or occurrences, can include, but not be limited to, the notification of a advertisement debut, the introduction of an advertisement and/or an advertising campaign by a specified Merchant or Merchants and/or for a specified good(s) and/or service(s), the offering of a specified good(s) and/or service(s) at a specified price(s) and/or under certain term(s) and/or conditions, changes in terms and/or conditions, and/or price(s) and/or offering(s) of a good(s) and/or service(s), and/or any other event and/or occurrence which may be of interest to a User.